

R&R

Restoration & Remediation

2014 Integrated Media Planning Guide

www.randrmagonline.com

Print

Online

Digital

NOW MONTHLY!

The only magazine and media brand dedicated entirely to the disaster restoration, property damage repair and remediation industry.

Print/Digital

19,978 subscribers, 72% of whom are corporate/executive management, know to count on R&R for the best industry information!

Online

Our eNewsletter is targeted to specific industry segments, so your ads will reach only those who sell, specify and use your products. Each edition of the weekly eNews goes to over **8,000** subscribers! Our website is updated daily with frequent postings of the latest news, commentary by bloggers and Web Exclusives!

User Sessions: 41,756

Unique Browsers: 31,281

Pageviews: 90,238





Restoration & Remediation magazine

The source of information for restoration and remediation professionals.

Eric Fish - R&R Editor

Restoration & Remediation is the recognized leader in disaster restoration and remediation industry information, reaching professionals engaged in water damage and structural drying; fire and smoke damage; contaminant and pollutant abatement, mitigation and remediation; reconstruction; disaster response and more!

R&R is the ONLY monthly magazine and media brand that brings the disaster restoration and mold remediation service industries together with the insurance claims and property loss management field.

ACTIVE WEBSITE - WEB EXCLUSIVE ARTICLES - WEEKLY E-NEWSLETTER

R&R magazine offers by far the largest circulation to this market, reaching over 20,000* restoration. Restoration, remediation, IAQ/IEQ professionals and others involved in large property management companies and insurance claims management, including distributors of restoration equipment and supplies and those involved with education and certification. Our editorial lineup includes well-known industry experts from a cross section of these disciplines to provide insightful editorial that appeals to our entire audience.

R&R IS A UNIQUE MEDIA BRAND THAT PRODUCES UNIQUE RESULTS!

*Publisher's own data

R&R has the attention of the industry!

In 2013 Restoration & Remediation continued its rapid ascent as the leading publication serving the disaster restoration industry. Here are some of the accolades R&R magazine has received:

- “The relevancy of the content of the magazine is by far one of the best publications for our industry. Please keep up the good work in keeping it real.”
- “It is about time to have such a magazine”
- “Very informative”
- “You hit a home run! Congratulations on a job well done.”
- “Great magazine”
- “My favorite”
- “The best magazine ever for the restoration industry!”
- “Thank you for presenting a balanced view of restoration”
- “A great magazine that was needed – keep up the great work”
- “I appreciate your commitment to the industry. I read R&R cover to cover.”
- “I find your magazine excellent and look forward to receiving it”
- “I enjoy my subscription to R&R. It is a great magazine with insight into our industry.”
- “I save all my R&R magazines for the great content.”



Restoration & Remediation and www.randrmagonline.com:

The largest-circulated, best-read magazine, website and weekly eNewsletter for the disaster restoration and mold remediation business and others involved with related property insurance claims and environmental cleaning. Primary Audience: Disaster restoration and mold remediation contractors.

R&R Circulation Breakdown

20,000 Total Circulation*

90%

**Reaching over 18,000
restoration and
remediation contractors**

10%

2,000 senior insurance,
claims management
professionals, property
managers, distributors and
others allied with the industry*

R&R offers by far the largest circulation to the market, reaching over 18,000 restoration and remediation professionals, and 1,623 insurance claims professionals, property management companies and others involved in the restoration and remediation and property claims repair industry.* **R&R is a unique magazine sure to achieve unique results.**

*Publishers Own Data

Who Are R&R Readers?

Research proves Restoration & Remediation magazine readers are major buyers/users of restoration and remediation products

Purchasing Involvement of R&R Readers:

- **7 of 10** R&R readers agree it has advertisements that are useful to the industry.*
- Nearly **6 of 10** rely on the ads in R&R to inform them of new products and services available.*

R&R Readers are Decision Makers:

77% are president, owner or general manager.*

4 in 5 of our readers access our print edition of R&R and half of our readers access the digital edition!*

Nearly **9 in 10** respondents take action after viewing an ad in R&R.*

25% have purchased products or services advertised.*

71% have gone to the company's website as a result of an ad in R&R.*

Is there a desire to receive Restoration & Remediation magazine? YES!

More than half of R&R's 20,000 circulation have personally requested to receive it. This number is GROWING with every issue!^

An average of 4 people at each company read R&R.

Total pass-along readership over 80,000!^



* Restoration & Remediation Reader Preference Profile Study April 2013

^ Publisher's Own Data

2014 R&R Editorial Calendar

R&R's editorial content cuts a wide swath across multiple areas of interest for the professional restoration and remediation contractor. Each monthly installment of R&R will look at the issues of greatest concern for the professional working in the industry today, including:

Print/Digital Edition

Bonus Distribution

Special Advertising Opportunities

January:

Contents: Art and documents restoration

- Structural Drying
- ACAC Certification
- Media Blasting

- International Disaster Conference & Expo

Ad close: 12/6

- Software spotlight

Materials Due: 12/12

February:

Trauma/bio-hazard cleaning

- Green Remediation
- Software: GPS/Fleet Tracking
- Flood Houses
- Flood House Spotlight

- Xactware User Conference
- Insights 2014: The DKI Conference and Trade Show
- Claims Conference & Insurance Services Expo 2013
- Xactware User Conference

Ad close: 1/10

Materials Due: 1/17

March:

Eyes, Face, Head Protection

- IAQ: Staying Safe on the Job
- Sewage Cleanup
- Software: Worksite Management

- Annual IAQA Meeting and Indoor Air Expo

Ad close: 2/11

- Safety Product Spotlight
- All other advertisers receive pre-qualified sales leads

Materials Due: 2/18

April:

Contents: Fabric and textile restoration

- IAQ: Particle Counters
- Ultrasonic Cleaning
- Moisture Testing



- The Experience Conference & Exhibition
- Annual RIA Leadership Summit and Industry Expo

Ad close: 3/11

- Company Spotlights
- Full-page advertisers in this issue will receive a **FREE** Full-page advertorial

Materials Due: 3/18

May:

Roofing Restoration Special Section

- Trauma/Bio-Hazard Cleaning
- Asbestos
- Software: Pack Out

- Advertisers in Roofing Restoration section receive **Free** advertorial
- All other 1/2 page or larger advertisers receive a 125 x 125 ad in an newsletter

Materials Due: 4/18

June:

IEQ Sampling/Testing

- Bed Bug Remediation
- Media Blasting
- Sealants, Barriers and Protectants
- Body Suits/Apparel and Protective Clothing



- Contractor Connection RISE UP Conference & Expo

Ad close: 5/13

- 1/2 page or larger advertisers receive a Business Card size ad in the issue and a 180 x 50 ad on our website for 60 days.

Materials Due: 5/20

Editorial Staff and Contributors



Eric Fish



Dave Dybdahl



Dan Bernazzani



Ed Cross



Les Cunningham

In addition, every issue of **R&R** includes the latest news from associations and organizations across the restoration and remediation spectrum, keeping you informed on developments in the industry as they happen.

Print/Digital Edition

Bonus Distribution

Special Advertising Opportunities

July:

Contents: Electronics, film and media restoration

- Thermal Imaging
- VOCs
- Franchising vs. Independent

Ad close: 6/13

- Franchise spotlight
- 1/2 page or larger advertisers will receive a supplied video on our website for 60 days.

Materials Due: 6/19

August:

Trauma/bio-hazard cleaning

- Green Restoration
- Odor Control
- Software: Estimating
- Respiratory Protection

Ad close: 7/14

- 1/2 page or larger advertisers receive a 1/2 page corporate profile

Materials Due: 7/21

September:

IAQ: Training and certification

- Innovation in Restoration
- Stone Restoration
- Contractor Safety



- The Experience Convention & Trade Show

Ad close: 8/6

- Training spotlight
- 1/2 page or larger advertisers receive a Business Card size ad

Materials Due: 8/13

October:

Roofing Restoration Special Section

- Contents: Niche Areas of Contents Restoration
- Air Purification
- Software: Reporting/Documentation
- Air Duct Cleaning

- 6th Annual Business Development Summit
- 14th Annual Outage Restoration and Response Conference

Ad close: 9/18

- Advertisers in Roofing Restoration section receive **Free** advertorial
- All other 1/2 page or larger advertisers receive a 125 x 125 ad in an newsletter

Materials Due: 9/12

November:

Trauma/bio-hazard cleaning

- Smoke Damage Restoration
- Infectious Disease Control
- Small-Scale Restoration
- Hand and Foot Protection

Ad close: 10/3

- All 1/2 page or larger advertisers receive pre-qualified sales leads

Materials Due: 10/10

December:

The Restoration Red Book Redbook Directory and Buyer's Guide

- Media Blasting
- Air Sampling
- Hoarding

Ad close: 11/12

- All display advertisers in this issue will receive a **FREE** Deluxe listing package (print and online)

Materials Due: 11/19

Watch for features from either Holly Bognar and Timothy Hull of Violand Management Associates in every issue as well.

Lead Generation Opportunities

MUST SEE Products eBlast

Now Enhanced with **LEADS!**

R&R offers a low cost way to reach this audience with a monthly Must See Products Gallery email blast and online.

Get the names and information for all who click on your product in the email! Ask for more information about this powerful lead generation tool.



Schedule more and **\$ave!!!**

Emailed out to **8,300+** emails each month.

Call your R&R Rep for a proposal.

PRE-SHOW EXHIBITOR videos eBlast

Supply us with one of your videos and we will blast it out 2x before Contractor Connection RISE UP Conference & Expo and 1x before The Experience Show in the fall.



Only **10 spots** available to reserve your video eblast **NOW!**

NEW WEEKLY e-Newsletter

Delivered right to the inbox of over 8,000* subscribers, the R&R weekly eNewsletter is the perfect platform to reach qualified industry buyers and prospects.



Top Banner **Text (50 words) Featured**
Banner **Products**
Skyscraper **Deal Of The Week**
Tile

SPECIAL TOPIC eNewsletters

Reach specific, integral portions of the cleaning industry with R&R's all new topic-specific eNewsletters. Each one will cover news, analysis, products, and more for each topic in the weekly eNewsletter. **TOPICS INCLUDE:**

- **GREEN** April
- **CHEMICALS** July
- **TECHNOLOGY** October



ONLY 6 POSITIONS AVAILABLE in each. Reserve your space now!

Lead Generation Opportunities

EDITORIAL SNEAK PEEK Monthly eBlast

Each month our editor can develop the increasingly popular “Sneak Peek” of any story that will be seen in the following R&R print issue which is then eBlasted out to our subscribers. Become an exclusive sponsor of Sneak Peek with your logo and skyscraper ad displayed on the eBlast.



1. **SKYSCRAPER:**
120 X 600 pixels
2. **BANNER AD:**
468 X 60 pixels
3. **SUPPLIED VIDEO:**
(optional)

AS AN EXCLUSIVE SPONSOR, YOU WILL RECEIVE THE LEADS OF SUBSCRIBERS THAT CLICKED ON YOUR AD OR THE ACTUAL STORY.

CONTRACTOR CONNECTION RISE UP CONFERENCE & EXPO Booth Videos

R&R delivers a finished, edited 1-3 minute product demonstration or product info video from 45 minutes of video at your 2014 booth. This cost effective lead generation tool will provide your company with a full year of visibility.



- We film, edit, host, and email the video to R&R subscribers
- Your video stays live on randrmagonline.com for one year and we provide a copy of the video for your website
- **BONUS!** We provide the contact information for readers who view your video from blasting your video out — includes name, title, address, company, and phone number

Exclusive eNews Sponsorship from the SHOW FLOOR

R&R TAKES YOU TO THE HOTTEST INDUSTRY TRADESHOWS OF 2014!

Daily eNewsletter sponsorships are available for Xactware User Conference, Insights, IAQA Meeting and Indoor Air Expo, RIA Leadership Summit and Industry Expo, Contractor Connection RISE UP Conference & Expo and Outage Restoration and Response Conference guiding readers through the show floor and offering insights on visible trends and technologies at the event. Reach your customers each morning as the show starts and receive **LEADS** from subscribers who clicked on all your links.

Each show offers exclusive sponsorships!

- Logo: 2” x 2” linked back to your website
- Skyscraper Ad: 120 x 600 px, 256 colors or less, 72 dpi, 40k or less and URL link
- 2 Banner Ads: 468 x 60 px, 256 colors or less, 72 dpi, 40K or less and URL link
- 2 Product Images: 2” x 2”, 72 dpi, 100 word description for each
- Supplied Video (optional)



Webinars Sponsorship



Through a turnkey solution, our educational Webinars increase brand awareness and interest in your products while our dedicated team builds attendance and manages every detail surrounding the event.

WEBINAR BENEFITS

- Establish your brand as a thought-leader
 - Receive qualified registration leads with demographics
 - Engage a captive audience with Q&A sessions, polling and survey reporting
 - Event promotions across our multiple platforms – print, online, newsletter, emails and social media
- Lots of people can produce a webinar.

Anyone can produce a webinar. But only R&R offers the expertise, audience and tools to help your webinar succeed.

OUR INDUSTRY LEADING WEBINARS DRAW BIG NUMBERS!

- **200** Attendees. • **400** Registrants.

(Source: 2013 BNP Media Corporate Webinar Averages)

For webinar tips, samples and more information, contact your sales rep or visit:

<http://portfolio.bnpmmedia.com/webinars>.

POTENTIAL WEBINAR TOPICS

- **Preparing for Storm Season**
- **Maximizing a Contents Restoration Division**
- **Insuring Your Company**

“Webinars allowed us to grow our topline client base at an affordable investment. The setup, promotion and execution have been handled with professionalism that has exceeded our expectations.”

- Joe Crisara, Sales Coach at ContractorSelling.com

R&R Digital Editions

The information needs of the cleaning and restoration industry are changing quickly. And, to respond to and fulfill those needs, R&R magazine has introduced R&R LIVE, an **enhanced version** of our print edition with features including interviews, videos, surveys, products in 360 degrees, demonstrations, keyword searches, live links, audio, and more. These newly enhanced editions are truly where R&R comes to life.

R&R LIVE digital editions are sent electronically via email for instant viewing or they can be downloaded for reading at a later time. R&R LIVE offers immediate access to new products, cleaning methods, new technologies and interactive connectivity with the industry's manufacturing/supplier community.

Advertising Opportunities Include:

- R&R LIVE Digital Magazine Sponsorship
- Flash Belly Band (inside issue)
- Index Tabs
- Gatefold/Barn Door
- Animation
- Call Back Card
- Business Reply Card
- Video (up to 25 GB/supplied)
- Audio (up to 25 GB/supplied)
- Blow-in Card
- Margin Ads



Options Also Available on Request:

- Animation
- Flash 360
- Digital Only Ads

Your Online Resource

www.randrmagonline.com



WEBSITE

Generate **brand awareness**, promote products and events, and **drive traffic** to your site.

Graphical Display Advertising

- 1 Leaderboard** – 728x90
 - Run of Site (R.O.S.)
 - Rotation available
- 2 Medium Rectangle** – 300x250
 - Run of Site (R.O.S.)
 - Rotation available
- 3 Rectangle (2 adjacent spots)** – 180x150
 - Home Page Only
 - Rotation available
- 4 Rich Media¹** (not shown)
 - Expandable Leaderboard (R.O.S.)
Expands down upon user interaction.
 - Floating Ad (home page only – max two²)
Rest position is an additional placement purchase, based on which position for the rest ad from the above options.
 - Page Peel Ad (home page only)

Additional Advertising

- 5 Featured Products**
 - Three on home page at any given time.
 - Prioritized by Feature Product then date.
 - Shows product name, teaser and photo.
- 6 Supplied Videos**
 - Most recent video goes in lead spot
 - Thumbnails
 - R.O.S.
- 7 Photo Gallery (R.O.S.)**
- 8 Multimedia** (use for ecards, showrooms promotion, etc.)
- 9 Online Classifieds**



¹ Rich Media ads in current flash formats are not iPhone/iPad friendly. We will have a browser detection tag so if visitor comes from one of these devices we can either serve up a standard gif style ad or can serve up a custom html 5 animated version. Additional charge would apply for html 5 design.

Additional Advertising on our Professional Network

clean+restore+connect of *ICS Cleaning Specialist and Restoration & Remediation*, is a social network designed exclusively for professionals in the carpet cleaning, restoration and floor care industries. Bring your products and services into the conversation!



clean+restore+connect provides direct contact to the consumer; educate the industry, increase brand awareness and place your ads within the forums.



- 104,384 Forum Topics
- 324, 643 Page Views
- 28.69% eNews Open Rate
- 8.23% eNews Click Rate

Advertising Opportunities:

Leaderboard (728.90 pixels)

- Rotating
- Homepage
- Member Forum Page

Medium Rectangle (300x250 pixels)

- Rotating
- Homepage
- Forum Page

Banner (468x60 pixels)

- Forum Page

Wide Skyscraper (160x600 pixels)

- Rotating (except homepage)
- Forum Page

Product Review

eNewsletter

- Medium Rectangle
- Rectangle

Sponsored Blog

Sponsored Video

Sponsored Clean+Restore+Connect Widget on icsmag.com

Your ad on **clean+restore+connect** will...

- Create brand awareness
- Educate the industry
- Showcase your products & services
- Demonstrate leadership in the industry

Integrate With Your



Members of **clean+restore+connect** can...

- Communicate with other cleaning & restoration professionals
- Stay up-to-date on everything happening in the industry
- Comment on the latest industry news
- Learn more about products and services
- Add your own product reviews
- "Like" people, companies and products
- Watch videos
- Listen to webinars and podcasts

Additional Advertising

clean+restore+connect

Leaderboard (728x90 pixels)

Rotating*

Homepage

Article/Member or Forum Page

Medium Rectangle (300x250 pixels)

Rotating*

Homepage

Article/Member or Forum Page

Banner (468x60 pixels)

Article/Member and Forum page

Wide Skyscraper (160x600 pixels)

Rotating* (except for homepage)

Article/Member or Forum Page

Product Preview & Review Section

Includes: Company Name, Product Image, Link to Website & Product Description (90 Days)

CRC Weekly e-newsletter

Banner ad (468 x 60 pixels)

Tile ad (125 x 125 pixels)

Text ad (maximum 50 words)



Contact your sales rep today to be a part of this professional network!

The Restoration & Remediation Buyers Guide



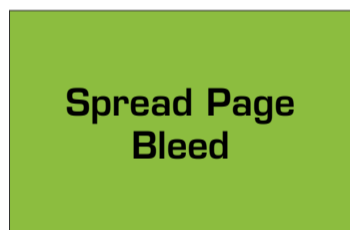
NOW
COMBINED
WITH



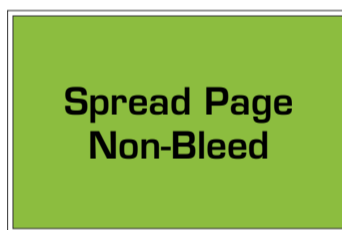
Whether your potential customers use print, digital or online to source products, the RED Book is there. By listing your company information in the Red Book, you have quick access to a targeted audience of potential buyers in your industry. We make it easy for buyers to find you and even easier for you to make your company stand-out. Brand your company with your logo; drive traffic to your site with clickable links, social media links and mobile tags. Or give them easy access to product info with Spec Sheets, Photos and Videos. Get listed today! For more information visit the online directory at www.randrmagonline.com/buyersguide or contact a sales rep.

The most comprehensive resource for BOTH Restoration & Cleaning Products!

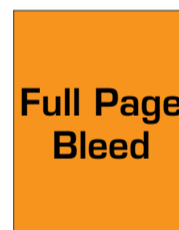
2014 Advertising Specs



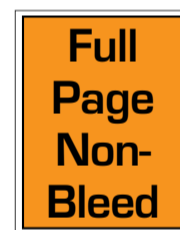
17 3/4" x 11"
(17.75" x 11")



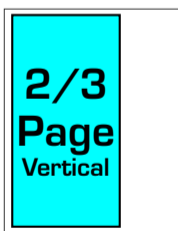
16 1/2" x 9 3/4"
(16.5" x 9.75")



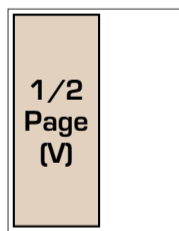
9" x 11"



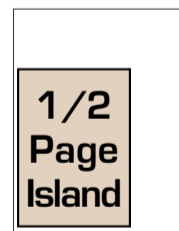
7 1/4" x 10"
(7.25" x 10")



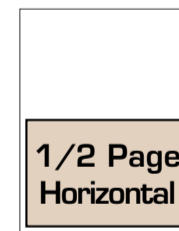
4 3/4" x 10"
(4.75" x 10")



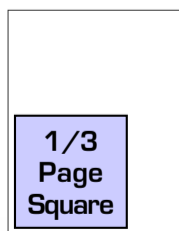
3 1/2" x 10"
(3.5" x 10")



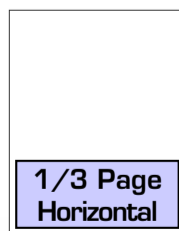
4 3/4" x 7 1/2"
(4.75" x 7.5")



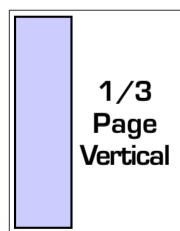
7 1/4" x 4 7/8"
(7.25" x 4.88")



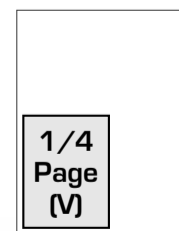
4 3/4" x 4 7/8"
(4.75" x 4.88")



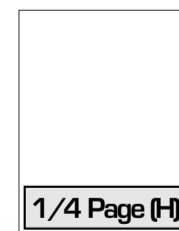
7 1/4" x 3 5/16"
(7.25" x 3.3125")



2 1/4" x 10"
(2.25" x 10")



3 1/2" x 4 7/8"
(3.5" x 4.88")



7 1/4" x 2 3/8"
(7.25" x 2.375")

Call your R&R representative
for rates and to discuss an advertising program.

Additional Marketing

CONTENT MARKETING SERVICES



orangedap

Orangetap marketing services equips your brand with the marketing, editorial and publishing resources of BNP Media to help capture the attention of your customers. From content development to media design and publishing services... we've got you covered.

To learn more about our services or to quote out a project, please contact our content marketing strategies team:

Kim Paulson

Content Marketing Planner
paulsonk@bnpmedia.com
248-225-9177

MAKING THE COMPLEX CLEAR.

Your industry-focused market research partner — providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.

GET STARTED NOW.

Contact **Beth Surowiec** at (248) 786-1619 or surowiecb@clearseasresearch.com.
www.clearseasresearch.com



List Rentals

The most powerful, responsive list of restoration and remediation professionals is just a call away. Complement your advertising program and introduce new products by renting R&R's exclusive subscriber list. Contact Kevin Collopy of InfoGroup at kevin.collopy@infogroup.com or 402.836.6265.

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Our Mission:

Helping People Succeed in Business by Giving Them Superior Information

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